

Federal Supply Services  
***Authorized Federal Supply Schedule Price List***

On-line access to contact ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic deliver order are available through GSA Advantage! ®, a menu-drive database system. The INTERNET address for GSA Advantage! ® is: <http://www.gsaadvantage.gov>.

**Advertising and Integrated Marketing Solutions (AIMS)**

**Federal Supply Schedule: 541**

**FSC Group: 541**

**Contract Numbers:** GS-07F-0047U

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov).

**Contract Period:** 17 October 2007 through 16 October 2012

**PNT Marketing Services, Inc.**

**1305 Vincent Place**

**McLean, VA 22101**

[pjary@pntmarketingservices.com](mailto:pjary@pntmarketingservices.com)

<http://www.pntmarketingservices.com>

703-761-0291

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Email

Website

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Fax

**Business Size:** Small

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## Customer Information

### 1a. Awarded Special Numbers:

#### 541-1 Advertising Services

- Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following:
  - Advertising objective determination
  - Message decision/creation
  - Media selection
  - Outdoor marketing and media services
  - Broadcast media (Radio, TV AND Public Service Announcements)
  - Direct mail services
  - Media planning
  - Media placement planning
  - Advertising evaluation
  - Related activities to advertising services.

#### 541-4A Market Research and Analysis

- Services include but are not limited to:
  - Customizing strategic marketing plans
  - Branding Initiatives
  - Creating Public awareness of products, services, and issues
  - Targeting market identification and analysis
  - Establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies
  - Conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results
  - Establishing call centers ( in relation to services provided under this schedule)

1b. Please see Appendices A and B for **Price List**.

1c. Please see Appendix C for **Labor Category Descriptions**

2. Maximum Order: \$1,000,000.00 per SIN and order.
3. Minimum Order: \$100.00
4. Geographic Coverage: Domestic, 50 states, Washington D.C.
5. Point of Production: PNT Marketing Services, Inc.  
Attn: Ms Suzanne Frank  
1305 Vincent Place  
McLean, VA 22101  
Phone number: 703-761-0291

Fax number: 703-761-0290

E-Mail: [sfrank@pntmarketingservices.com](mailto:sfrank@pntmarketingservices.com)

6. Discount from List Prices: All prices listed are Net prices; basic discounts have been deducted.
7. Quantity discounts: 11% discount if projects are repeated in exactly identical form at least 6 times during a 12-month period. Additional discounts may be offered on a task order basis.
8. Prompt Payment Terms: 1% 10 days net 30.
- 9a. Acceptance of Government credit cards at or below micro-purchase threshold:  
Government credit cards will be accepted for orders above the micro-purchase threshold.
10. Foreign Items: Not applicable

## Customer Information

- 11a. Time of Delivery: To be negotiated with ordering agency for each individual task order.
- 11b. Expedited Delivery: To be negotiated with ordering agency for each individual task order.
- 11c. Overnight and 2-Day Deliver: Ordering agency may contact PNT Marketing Services for rates for overnight and 2-Day deliver.
- 11d. Urgent requirements: Contact PNT Marketing Services.
- 12. F.O.B. point(s): Destination
- 13a. Ordering Address:
  - PNT Marketing Services, Inc.
  - Attn: Ms. Suzanne Frank
  - 1305 Vincent Place
  - McLean, VA 22101
  - 703-761-0291 Phone
  - 703-761-0290 Fax
  - [pjary@pntmarketingservices.com](mailto:pjary@pntmarketingservices.com) Email
- 13b. Ordering Procedures: For supplies and services, the ordering procedures information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR 8.405-3).
- 14. Payment Address:
  - Payments via Check/U.S. Mail
  - PNT Marketing Services, Inc.
  - PO Box 758
  - Larchmont, NY 10538
- 15. Warranty Provision: Standard commercial warranty. Ordering agency should contact PNT for warranty provisions.
- 16. Export Packing Charges. Not applicable
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level).
- 18. Terms and conditions of rental, maintenance, and repair. Not applicable.
- 19. Terms and conditions of installation. Not applicable.
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices. Not applicable.
- 20a. Terms and conditions for any other services. Not applicable.
- 21. List of service and distribution points. Not applicable.

## Customer Information

- 22. List of participating dealers. Not applicable.
- 23. Preventive maintenance. Not applicable.
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants. Not applicable.
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: [www.Section508.gov/](http://www.Section508.gov/). Not applicable.
- 25. Data Universal Number System (DUNS) number. 964444863
- 26. Notification regarding registration in Central Contractor Registration (CCR) database. PNT Marketing Services is registered in the CCR database.

## **Appendix A: Labor Hourly Rates**

### **PNT Marketing Services, Inc. AIMS Price List for Labor**

As of April 30, 2008

<b>Labor Category</b>	<b>Rate per hour</b>
Senior Marketing Analyst	\$220.55
Marketing Project Leader	\$166.69
Marketing Technical Specialist Level 3	\$154.70
Marketing Technical Specialist Level 2	\$119.33
Marketing Technical Specialist Level 1	\$87.53
Marketing Technical Specialist Assistant	\$74.27
Data entry clerk / clerical assistant	\$53.98

## Appendix B: List Processing Pricing for Merge/Purge, Deduping, Householding List Processing

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As of April 2008

Matching		Price
Number of Record Processed	<b>A Processing</b>	
	< 100,000 records	\$2,892.53
	100,001 - 250,000	\$3,092.02
	250,001 – 1Million	\$4,338.80
	1Million+1 - 10 Million	\$4,338.80
		plus charge per 1000 records (from record 1)
		\$0.86
	10 Million+1 - 25 Million	\$12,058.87
		plus charge per 1000 records (from record 10M+1 up)
		\$0.91
	25MM+	\$25,673.72
		plus charge per 1000 records (From record 25M+1)
		\$1.01
<b>B Input file charges</b>		
	Per file	\$199.49
<b>Additional charge per 1000</b>		
	If > 1 Million records	
	Per thousand	\$0.03
<b>C Key charges</b>		
	algorithms / methods	
	Per key per 1000 records	\$0.02

Update		Price
	<b>File Storage charges</b>	Storage of files between updates/per GB/per month
		\$9.97
	<b>Update processing charge for static files</b>	Creation of cross-ref
		\$498.71

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## Appendix B: List Processing Pricing for Merge/Purge, Deduping, Householding List Processing

As of April 2008

House-holding		Price
	<b>Householding Surcharge (full transitive property allowed)</b>	PROCESSING SURCHARGE APPLIED TO A,B,C, (above)
		25.00%
		Report
		\$997.43
		Additional handoff
		\$997.43
	<b>Additional Householding Surcharge (full control of transitivity)</b>	PROCESSING SURCHARGE APPLIED TO A,B,C, (above)
		100.00%

### Processing Assumptions

#### LIMITATIONS

- Max records under this pricing schedule is up to 50MM.
- Max inputs are 25 files.
- Processing performed by PNT personnel on PNT equipment with PNT's choice of software.

#### PROCESSING STANDARDS

- Keys are comprised of a combination of company name, contact name, address, and phone. Other data items may be accommodated but will be charged as Special Requests.
- Individual or arbitrary matches or exclusions are not included. If required they can be accommodated as special requests (see below).
- All results are a function of match rules, which are a prioritized list of key combinations
- One output file included.
- Handoffs available in this pricing formula are standard handoffs.

## Appendix B: List Processing Pricing for Merge/Purge, Deduping, Householding List Processing

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As of April 2008

### HOUSEHOLDING ASSUMPTIONS

- Full Transitive Property permitted in standard householding process.
- Transitivity control requires additional surcharge and processing time.

### PRICING STANDARDS

*Jobs with new input files are priced as follows:*

- 1) Matching charges (processing charges + input file charges + key charges) plus Householding Surcharges.

*Jobs with old inputs (previously processed static input files) may qualify for an update discount as follows:*

- 1) The Processing charge usually applied to the record count of the reused file can be replaced by the Update Processing Charge for Static files (see the Update section of the pricelist for details)
- 2) The Per record Input File charges usually applied to the record count of previously processed static files can be replaced by File Storage charges (see the Update section of the pricelist for details)
  - a. The file was processed in a previous job in which:
- 3) A request was made to store the file for future use
  - a. All keys required by the current job were generated.

## Appendix C: Labor Category Descriptions

Page 1

### Senior Marketing Analyst

#### Functional Responsibility:

This category includes very senior individuals that possess a broad based marketing, business, and technical background. They develop and apply new analysis methods where needed to solve complex problems confronting individual projects. They apply their expertise across multiple projects and direct the analysis component of large scale or specialized projects. Typically they lead the effort in their area of specialization by designing new marketing strategies or business practices and performing high-level marketing or management services necessary to complete project objectives. Their marketing and functional leadership directs the work of others to resolve difficult, complex project issues and serve as a mentor to other staff assigned to the project. Areas of expertise include, but are not limited to: marketing analysis, market research, list processing, database marketing.

**Minimum Credentials:** A bachelor's degree with 5 plus years of experience in marketing or marketing consulting

### Marketing Project Leader

**Functional Responsibility:** This category provides management and leadership for complex, multi-task projects. It interfaces with government management personnel, contract managers, and customer agency representatives to plan project efforts, establish project priorities, define project work products and resolve project management issues. Occupants of this category have demonstrated progressively more responsible project management skills using their experience to lead wide set of complex projects and programs. They analyze, design and implement project management methods for PNT Marketing Services programs and develop marketing and business systems solutions to help solve problems confronting PNT Marketing Services' clients. They perform marketing analysis, market research, list processing, database marketing, and direct marketing. They are responsible for formulating and enforcing work standards, supervising work assignments, establishing project/program schedules, reviewing work quality, communicating PNT Marketing Services policies, purposes, and goals of project to teams.

**Minimum Credentials:** Bachelor's Degree with 5 years of significant experience managing multi-tasks projects

**Alternate Credentials:** Master's degree and 3 years of experience

## Appendix C: Labor Category Descriptions

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### Marketing Technical Specialist Level 3

**Functional Responsibility:** This category includes senior individuals that possess specialized marketing analysis, market research, list processing or comparable background and education. They apply state-of-the-art analytical and processing methods to solve complex systems marketing problems confronting individual projects. They direct the analytical or processing component of large scale or specialized projects.

**Minimum Credentials:** Bachelor's Degree with 2 years of significant experience research, analysis, or list processing

**Alternate Credentials:** Master's degree and 1+ years of experience

### Marketing Technical Specialist Level 2

**Functional Responsibility:** This category includes individuals that possess specialized marketing analysis, market research, list processing experience. They apply state-of-the-art analytical and processing methods to solve complex systems marketing problems confronting individual projects. They perform their work under the direction of an analyst or project leader.

**Minimum Credentials:** Bachelor's Degree with experience in programming or statistical programming. 1 Plus years experience in marketing analysis, market research, and or list processing.

**Alternate Credential:** Masters degree in information technology;

or

Bachelor's Degree or better with concentration in one of the following: statistics, marketing, database programming.

### Marketing Technical Specialist Level 1

**Functional Responsibility:** This category includes individuals that possess programming skills. They perform their work under the direction of a programmer analyst, analyst, or project leader.

**Minimum Credentials:** Bachelor's Degree.

### Marketing Technical Specialist Assistant

**Functional Responsibility:** This category includes individuals that are developing programming skills. They perform their work under the direction of a programmer analyst, analyst, or project leader.

**Minimum Credentials:** Associate's or Bachelor's Degree.

### Data entry clerk/Clerical assistant

**Functional Responsibility:** This category includes individuals that perform data entry, quality assurance, data lookup, list distribution services, and general clerical support.

**Minimum Credentials:** 1 years plus experience in clerical support.

**Alternate Credentials:** Bachelor's Degree

*Note: This labor category is only available as a support and may not be purchased separately.*